

Research on the Upgrading Strategy of TV Journalism in the Context of Integrated Media

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Abstract: The appearance of the integrated media environment has brought opportunities and challenges to traditional media. How to move forward in the era of integrated media is a question worthy of consideration by media workers and media educators. This paper takes the advantages and disadvantages of television journalism development in the era of integrated media as an entry point, and analyses strategies for the transformation and upgrading of TV journalism in the direction of process reengineering, communication subjects and journalism education, in order to provide valuable strategies for the transformation and upgrading of TV journalism.

1. Introduction

The Internet has entered the Web 3.0 era since 2010, characterized by the widespread use of microblogs, WeChat and APPs, which has changed people's previous news consumption habits, and the media has to start developing towards deeper integration in order to meet new demands from users and optimize the user experience. In this environment, news information shows a trend of diversification and the use of media elements reflects the characteristics of integration. To sum up, the integration of TV journalism and new media technology has become an inevitable trend. But what kind of transformation and upgrading should traditional TV journalism, the mainstay of TV stations do in order to adapt to the current way of information dissemination in the era of integrated media under such a trend? And what are the strategies for the transformation and upgrading of TV journalism development? All these questions are worth the consideration.

2. The concept and current development of integrated media

2.1. The concept of integrated media

In 2009, the concept of "integrated media" was first proposed. Zhuang Yong pointed out in his article "Thinking and exploring to seek vitality from "integrated media"" that integrated media is a new type of media that makes full use of the Internet as a carrier to fully integrate different media such as radio, TV and newspaper, which have both common and complementary features, in terms of manpower, content and propaganda, to achieve "resource integration, content integration, propaganda

integration and benefit integration". Resources, content, publicity, and benefits" [1]. In essence, it is a new mode of communication media operation with modern digital technology and communication technology as the core and interoperability as the main way to obtain high-speed and efficient information. It focuses on the physical integration between media platforms and uses a new way of thinking to recreate the news production and consumption process, with the advantage of exchanging the minimum cost for the maximum communication effect.

2.2. The current development of integrated media

The development of the Internet has pushed the construction of integrated media forward. In 2014, a series of national initiatives were launched to promote the integration of traditional media with new media, and the development of integrated media was included in the national development strategy. On the basis of following the laws of journalism and supported by Internet thinking, the country has made every effort to build diversified new mainstream media and promoted the construction of modern information dissemination system. Nowadays, the integration of urban media in China has been upgraded from the integration of forms and contents to the integration of institutions and mechanisms, from the "addition" of media to the "integration", from the individual integration, each integration, to the regional integration, overall integration, grouping, industrialization, series development is flourishing. The development of group, industrialization and series is flourishing. The media communication network has made a new leap from enterprise cloud to media cloud construction. In 2019, the state has placed the development of county-level integrated media centres in an important position, specifically formulating *the Specifications for the Construction of County-level Integrated Media Centres*, which set unified normative standards for the construction of county-level integrated media centres, integrating the resources of new media platforms including Microblogs, Weibo and APPs through the linked merger of newspapers, websites, radio and television. The organic integration of traditional media and new media, the county-level integrated media matrix, has achieved a new development pattern of up-and-down coherence and global networking, and county-level integrated media centres across the country are competing to be listed, marking a new climax in the construction of integrated media and a more solid cornerstone for the transformation and development of television news. Finally, local integrated media centres also closely unite with media universities to carry out deep and all-round cooperation in talent training, business guidance and information services. For example, a number of local media centres in Sichuan, such as Xingwen County and Miyi County, have signed strategic cooperation with Sichuan Media Institute's School of Integrated Media. The significance of this is to work together to innovate a new model of integrated media talent training, promote the in-depth integration of integrated media communication education and application practice, and jointly promote the new development of integrated media.

3. The advantages and disadvantages of TV journalism development in the context of integrated media

3.1. The advantages of TV journalism development

TV journalism is "a means of transmitting news information to the audience through the TV screen by using modern electronic technology" [2], which transmits both sound and images, and it can report the development process of things systematically, graphically and vividly, which is a general term for the content and reporting form of TV journalism. Looking at the situation, the development of TV journalism in the era of Integrated media still has the following advantages.

The news content has authenticity, credibility and authority. All along, TV journalism is trusted by the public because authenticity is its foundation and soul. Since Beijing TV started broadcasting in

1958, TV journalism programs have been in China for more than half a century, and the public has long trusted and loved TV journalism, and watching TV journalism has become a part of people's life. This main channel of communication advantage once let the TV journalism program won the most extensive audience, laid their own in the media field of the king status. In order to play its role as the main channel, journalists pay much attention to the production, review, gate-keeping and supervision of TV journalism content, to ensure the authenticity of TV journalism and the correct orientation of public opinion, to prevent the spread of false information, bad news, how to win the recognition and trust of the majority of the audience through true news reports is the duty of the TV journalism media. The mainstreaming of communication content has ensured the credibility and influence of TV journalism and established a good media image in the viewer group, which can better serve the public.

The production technology is excellent and the programs are diversified. TV journalism is famous for spreading sound and images, and for a long time, the production technology and level of audio and video of TV journalism is not only industry-leading but also loved by viewers, and some good news programs are "living business cards" of local culture, contributing to local economic construction, and in the competition of media industry in the era of integrated media. In the competition of media industry in the era of integrated media, it has enhanced the core competitiveness of TV journalism in the market, provided a solid foundation and broad platform for TV journalism to strengthen cooperation and communication with other media, and accelerated the innovation and development of TV journalism. In recent years, new technologies and techniques such as graphics, animation, network production, data exchange, and virtual reality have become commonplace in TV journalism communication, promoting the formation of diversified programs, further enriching the image of the silver screen, and making TV journalism programs stand out in the competition.

3.2. The disadvantages of TV journalism development

In the era of integrated media, new media are emerging and self-media are changing rapidly, and their common characteristics are timely and interactive, sharing and massive, community and personalization in one, and their common advantages are time-sensitive, breaking news can be broadcast at any time without time and space restrictions; interactive, news dissemination effect can be timely feedback, and audiences can non-linearly browse audio, video and graphic News, and location and time are not restricted, and the massive amount of information news is transmitted without restriction. In contrast, television news has the following disadvantages.

First, the broadcast time of TV journalism is scheduled in advance, and the timed broadcast mode makes the timeliness of news weakened, and also when social news happens it takes a certain amount of time to dig into the content, which also makes the production and broadcast of TV journalism lag behind, and breaking news is generally difficult to be picked and edited in time and disseminated to the audience in real time.

The second is that the television news is compiled and distributed in a time-oriented, linear order, resulting in the audience is passively accepting the program to watch the search, not according to their preferences to actively choose to watch. Thirdly, the one-way transmission of TV journalism, although TV can present news information using a variety of media elements such as audio and video, text, pictures, etc., it lacks online interactive settings, a media element that is the key difference between old and new media. Online interactive settings allow users to participate in content production and dissemination and share their insights anytime and anywhere. Fourth, the homogenization of news content makes the resource advantage of TV journalism poorly played, the role of the main channel of information dissemination is reduced, and its influence has decreased. These shortcomings and disadvantages are to be effectively solved in the future in the integration development and transformation and upgrading of TV journalism.

4. Strategies for the transformation and upgrading of TV journalism in the context of integrated media

4.1. Process reengineering of news production

The production process of traditional news is one-way, most of them start from journalists, go through the editing and production process, and end up with the audience. Integrated news is based on the Internet platform, and users participate in the production and dissemination of news from the beginning to the end. After the finished news is processed and produced, users can express their opinions in time and continue to participate in the production of news in the process of receiving news [3]. When news media are transformed, the top-level design of news media must be closely focused on the positioning of Internet media, recreate the news generation process, turn the production and dissemination of news into a circular process, and release the power of news production and dissemination to the maximum extent.

4.2. News production concept needs to be changed

The melting media platform has strong interactive characteristics that traditional media does not have. The messages, forums, WeChat, microblogs, and one-click sharing in Internet media technology applications provide convenient conditions for users to express their opinions, produce content, and share information. In the era of integrated media, journalists have to abandon the inherent idea of creative subjects and self-perception of elites. The "audience" has become the "user", and they have become the recipient and even the creator with equal status with the journalists [4]. The change in the concept of "audience" has prompted journalists to put the service for users in the first place, to think about users at all times, to fully consider the feelings of users must see journalism as a service, news operations must focus on improving service quality, and strive to make media services exceed user expectations, so that users have a more satisfactory information Acceptance of experience, rather than focusing on immediate benefits[4].

4.3. Making full use of digital media technology

Compared with the technical limitations of traditional media, Integrated media can make full use of advanced media technology to present news information and increase the initiative of news reporting. Compared with the Integrated media era, there are still many deficiencies in the timeliness, interactivity, and flexibility of multi-media elements calling of TV journalism in the traditional media era, which are difficult to eradicate, so they restrict the initiative of reporting to a certain extent. However, digital media is very advanced in terms of technical implementation, and should make full use of the advantages of the advanced nature of this media technology to make news reporting fascinating and interesting, and help users to receive news easily and happily. In the Internet world, we often see practices that make news reports more vivid and exciting, and we should actively apply these vividness-enhancing practices to continuously strengthen the mining and use of digital media technology: (1) to distribute photos and graphics to news reports. (2) Highlighting videos. (3) Accompanying news stories with audio interviews. (4) Making slideshows of news photos for users to view and enjoy. (5) Provide easy access for users to post comments. (6) Follow the online survey immediately after the news report, which not only allows users to express their opinions with the opportunity to participate in the online survey, but also allows them to see the statistical results immediately after the survey. (7) Use keywords and hyperlinks in news reports[5].

5. Conclusions

The advent of the Integrated media era has brought about great changes in the media ecology of information dissemination. To continue to maintain the leading momentum in the tide of media integration, TV journalism must face up to the problems, innovate and forge ahead, take advantage of new media, accelerate the pace of integration development, seek new breakthroughs and new development from news process reengineering, news production concept innovation, make full use of digital media technology, strengthen integration news education, etc., promote the transformation and upgrading of TV journalism development in the era of integrated media in all aspects, and create a The new glory of TV journalism development in the era of integrated media.

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